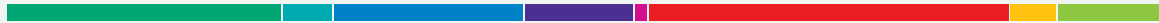


Missouri Division of Tourism

# ANNUAL REPORT FY12





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# LETTERS FROM THE GOVERNOR AND DIRECTOR

Friends,

Missouri is home to beautiful state parks, thriving metropolitan centers, many family-friendly attractions, and much, much more.

We are the Show-Me State – with something to meet everyone’s style, taste and budget.

With each trip to Missouri we offer live entertainment, five major-league sports teams, 13 gaming establishments, 118 wineries and eight wine trails, abundant water sports, historic sites, zoos, golf courses, amusement parks, outdoor activities, local culture, fairs and festivals, exquisite food and plenty of cave adventures. Each community, large and small, offers a style and charm all its own.

As America remembers the 150th anniversary of the Civil War, many are surprised to learn Missouri experienced the third-highest number of battles and skirmishes. Across our state, historic battlefields, authentic reenactments and thousands of stories are just a short drive away.

Meanwhile, our continued investments in tourism are continuing to create and sustain thousands of jobs, bringing families to Missouri and helping to generate resources needed to keep our state moving forward.

On behalf of the 6 million citizens of Missouri, I want to express my appreciation to everyone who works with our Missouri Division of Tourism to strengthen and grow our tour, travel and hospitality industry. These strategic investments run wide and deep in every corner of our great state. This support will ensure that many generations will continue to “Enjoy the Show.”

Sincerely,

— Jeremiah W. (Jay) Nixon  
Governor



Marketing and advertising a state can be very complex. We use a strategic approach to sell Missouri to new and repeat customers, and our efforts are paying back big dividends. Collaboration and wisely leveraging resources generated positive results again for Missouri’s tourism economy in 2012. The noteworthy accomplishments in this annual report not only add needed and necessary revenue, but also reflect well on our professional staff, consultants and vendors and industry partners. Under the bipartisan leadership of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships as we enter a new travel season.

— Katie Steele Danner  
Director



# TOURISM WORKS FOR MISSOURI

## THE MISSOURI TRAVEL INDUSTRY IS A LEADING EXPORT-ORIENTED INDUSTRY

Make no mistake: The market for travelers is every bit as fierce and competitive as the beverage business or the market for new cars. Travel promotion efforts in Missouri are led by the Missouri Division of Tourism and are aimed at showcasing our variety of tourism assets. We are a research-based organization with the ultimate goal to grow market share by drawing more visitors – and the spending and tax revenue they generate – to and within Missouri. Spending by visitors generates sales in lodging, food services, recreation, amusement parks, airlines, car rental companies, gas stations and retail businesses – the “travel industry.” These sales support jobs for Missouri residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent.

In contrast to an industrial facility or a construction site that is readily identifiable, the travel industry has a much broader footprint in Missouri because it is composed of a diverse group of businesses found in every county in the state. The money that visitors spend while in Missouri produces business receipts at these firms, in turn employing Missouri residents and paying their wages and salaries.

State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

The evidence is clear: Wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

### MARKETING BUDGET BY PROGRAM

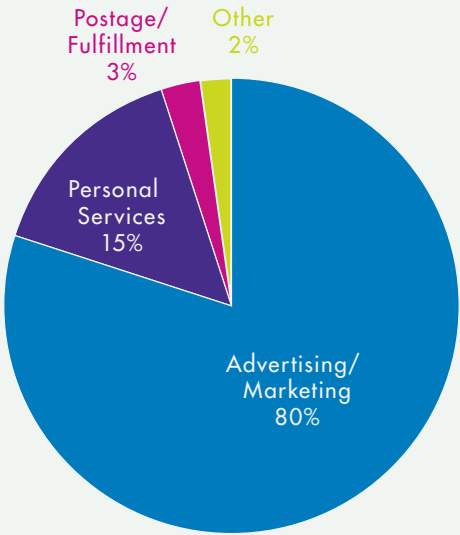
PROGRAM	TOTAL EXPENDITURES	PERCENT OF TOTAL
General Domestic Marketing	\$4,609,835	42.47%
Cooperative Marketing	\$3,563,536	32.83%
Welcome Centers	\$892,792	8.23%
Website	\$411,443	3.79%
Research	\$372,277	3.43%
Fulfillment	\$345,878	3.19%
Public Relations	\$381,040	3.51%
Tour and Travel	\$227,205	2.09%
International	\$49,639	0.46%

Source: Missouri Division of Tourism FY12 Expenditure Figures and MDT Agency Expenditure Report Master Budget FY12

## PERCENTAGES OF BUDGET EXPENDITURES

CATEGORY	FY12 PERCENTAGE
Advertising/Marketing	80.00%
Personal Services	14.60%
Postage/Fulfillment	2.66%
Facilities	1.12%
Prof/Tech Services	0.78%
Travel	0.26%
Utilities	0.21%
Equipment	0.24%
Operating Supplies	0.12%
Other Charges	0.01%

Source: Missouri Division of Tourism FY12 Expenditure Figures



## 17 TOURISM-RELATED SIC CODES (STANDARD INDUSTRY CLASSIFICATION)

	SIC CODE	CODE TITLE	FY12 EXPENDITURES*
1	5811	Eating Places Only	\$3,633,503,433
2	5812	Eating and Drinking Places	\$4,592,783,256
3	5813	Drinking Places – Alcohol Beverage Only	\$334,210,800
4	7010	Hotel, Motel and Tourist Courts	\$1,355,600,024
5	7020	Rooming and Boarding Houses	\$1,126,777
6	7030	Camps and Trailing Parks	\$56,890,780
7	7033	Trailing Parks and Camp Sites	\$10,665,929
8	7041	Organization Hotel and Lodging Houses	\$32,630,438
9	7920	Producers, Orchestras, Entertainers	\$49,719,489
10	7940	Commercial Sports	\$340,090,580
11	7990	Misc. Amusement and Recreational	\$69,089,480
12	7991	Boat and Canoe Rentals	\$15,951,106
13	7992	Public Golf Courses and Swimming Pools	\$84,170,741
14	7996	Amusement Parks	\$10,960,147
15	7998	Tourist Attractions	\$184,909,970
16	7999	Amusement NEC (not elsewhere classified)	\$150,415,034
17	8420	Botanical and Zoological Gardens	\$28,712
		<b>TOTAL</b>	<b>\$10,922,746,696</b>

Source: Missouri Department of Revenue  
\*2012 figures are a preliminary run. The Department of Revenue will not have the final figures until September 1, 2013.





# THE MISSOURI TOURISM STORY

The Missouri Tourism Commission champions the sound development of Missouri’s travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and in the use of news and advertising media.
- Promotes the exchange of travel and tourism ideas and information between state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travel-related organizations and individuals.

The Division of Tourism’s budget is computed following 1993 legislation, commonly referred to as H.B. 188. The premise of the bill is simple: The tourism industry is one of our state’s top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism’s budget is determined by comparing growth of these sales tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 5), with the general revenue fund of the state of Missouri. If the industry grows, the Division’s budget is increased; if it does not grow, the budget is not increased.

This nationally recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism. It takes MDT out of the fight for general revenue funds; it DOES NOT increase taxes.

## Tourism Commission

The Tourism Commission consists of 10 members: the Lieutenant Governor (statutory); two senators of different political parties, appointed by the President Pro Tem, and two representatives of different political parties, appointed by the Speaker of the House (selected or re-selected at the beginning of each legislative session); and five members at large, appointed by the governor, who serve staggered, four-year terms.

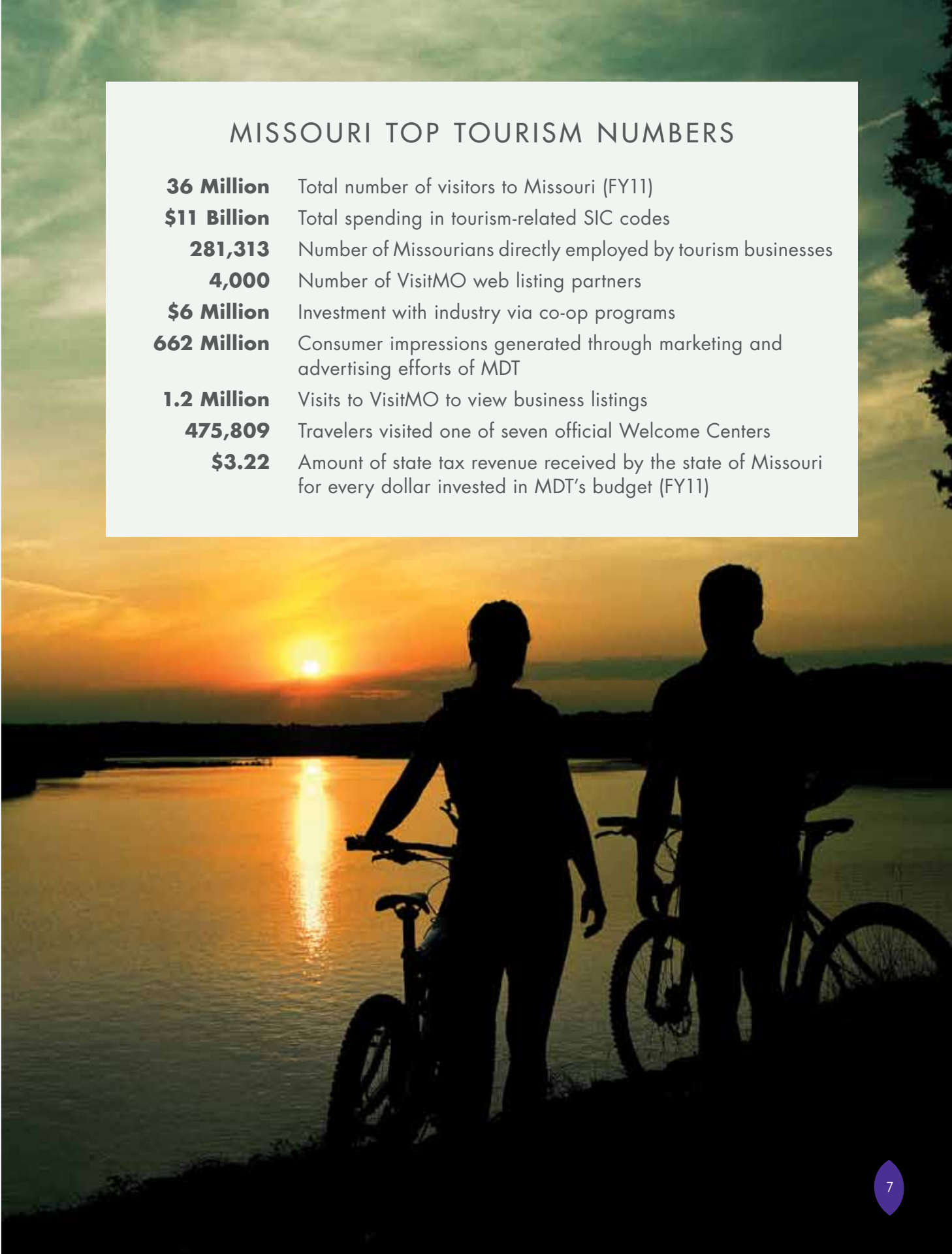
### COMMISSION MEMBERS (at time of printing)

**Scott Hovis**, *Chairman*, Jefferson City  
**Brenda Tinnen**, *Vice Chairman*, Plattsburg  
**Lt. Governor Peter Kinder**, Cape Girardeau  
**Senator Ryan McKenna**, Crystal City  
**Senator Eric Schmitt**, Kirkwood

**John Joslyn**, Branson  
**Bennet Keller**, Clayton  
**Eric Rhone**, Frontenac

## MISSOURI TOP TOURISM NUMBERS

<b>36 Million</b>	Total number of visitors to Missouri (FY11)
<b>\$11 Billion</b>	Total spending in tourism-related SIC codes
<b>281,313</b>	Number of Missourians directly employed by tourism businesses
<b>4,000</b>	Number of VisitMO web listing partners
<b>\$6 Million</b>	Investment with industry via co-op programs
<b>662 Million</b>	Consumer impressions generated through marketing and advertising efforts of MDT
<b>1.2 Million</b>	Visits to VisitMO to view business listings
<b>475,809</b>	Travelers visited one of seven official Welcome Centers
<b>\$3.22</b>	Amount of state tax revenue received by the state of Missouri for every dollar invested in MDT’s budget (FY11)



NORTHWEST REGION		
COUNTY NAME	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$17,746,404	265
ATCHISON COUNTY	\$9,775,203	218
BUCHANAN COUNTY	\$158,656,407	4,364
CALDWELL COUNTY	\$1,179,393	37
CARROLL COUNTY	\$4,870,391	155
CASS COUNTY	\$104,689,477	2,628
CHARITON COUNTY	\$2,952,270	71
CLAY COUNTY	\$368,937,730	11,170
CLINTON COUNTY	\$9,312,875	364
DAVISS COUNTY	\$4,356,134	100
DEKALB COUNTY	\$14,834,186	257
GENTRY COUNTY	\$1,957,296	93
GRUNDY COUNTY	\$8,235,504	251
HARRISON COUNTY	\$12,276,444	286
HOLT COUNTY	\$6,437,083	120
HOWARD COUNTY	\$4,569,920	135
JACKSON COUNTY	\$1,646,958,776	37,438
LAFAYETTE COUNTY	\$26,093,364	1,316
LINN COUNTY	\$8,747,814	347
LIVINGSTON COUNTY	\$17,685,857	412
MERCER COUNTY	\$990,817	45
NODAWAY COUNTY	\$25,927,124	928
PLATTE COUNTY	\$271,859,653	5,800
PUTNAM COUNTY	\$1,126,648	35
RAY COUNTY	\$11,609,130	390
SALINE COUNTY	\$18,124,947	679
SULLIVAN COUNTY	\$1,820,561	14
WORTH COUNTY	\$471,457	23
<b>TOTAL NORTHWEST REGION</b>	<b>\$2,762,202,865</b>	<b>67,941</b>

NORTHEAST REGION		
COUNTY NAME	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$33,806,025	1,422
AUDRAIN COUNTY	\$17,786,627	481
CLARK COUNTY	\$3,715,216	125
FRANKLIN COUNTY	\$118,492,023	3,498
GASCONADE COUNTY	\$17,350,540	552
JEFFERSON COUNTY	\$201,783,920	5,757
KNOX COUNTY	\$768,202	55
LEWIS COUNTY	\$3,404,479	178
LINCOLN COUNTY	\$35,246,418	1,024
MACON COUNTY	\$19,251,346	557
MARION COUNTY	\$46,337,829	1,475
MONROE COUNTY	\$3,710,935	122
MONTGOMERY COUNTY	\$7,419,235	189
PIKE COUNTY	\$12,440,604	423
RALLS COUNTY	\$6,205,686	153
RANDOLPH COUNTY	\$24,230,533	686
SCHUYLER COUNTY	\$1,180,507	15
SCOTLAND COUNTY	\$2,416,235	73
SHELBY COUNTY	\$1,652,090	112
ST CHARLES COUNTY	\$601,464,545	17,733
ST LOUIS CITY	\$1,282,816,202	25,882
ST LOUIS COUNTY	\$2,223,501,856	57,917
WARREN COUNTY	\$28,039,661	750
<b>TOTAL NORTHEAST REGION</b>	<b>\$4,693,020,714</b>	<b>119,179</b>



CENTRAL REGION		
COUNTY NAME	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
BENTON COUNTY	\$14,590,267	383
BOONE COUNTY	\$340,153,454	10,338
CALLAWAY COUNTY	\$36,799,901	1,359
CAMDEN COUNTY	\$153,075,013	3,747
COLE COUNTY	\$128,756,320	3,639
COOPER COUNTY	\$16,328,258	898
DALLAS COUNTY	\$11,960,534	395
HENRY COUNTY	\$29,118,541	776
HICKORY COUNTY	\$5,168,501	194
JOHNSON COUNTY	\$53,127,418	1,885
LACLEDE COUNTY	\$46,987,452	1,120
MARIES COUNTY	\$2,984,135	60
MILLER COUNTY	\$27,414,688	706
MONITEAU COUNTY	\$8,407,049	314
MORGAN COUNTY	\$19,075,476	458
OSAGE COUNTY	\$5,128,946	217
PETTIS COUNTY	\$63,907,566	1,789
PULASKI COUNTY	\$71,706,663	2,551
ST CLAIR COUNTY	\$3,793,710	61
TOTAL CENTRAL REGION	\$1,038,483,892	30,890

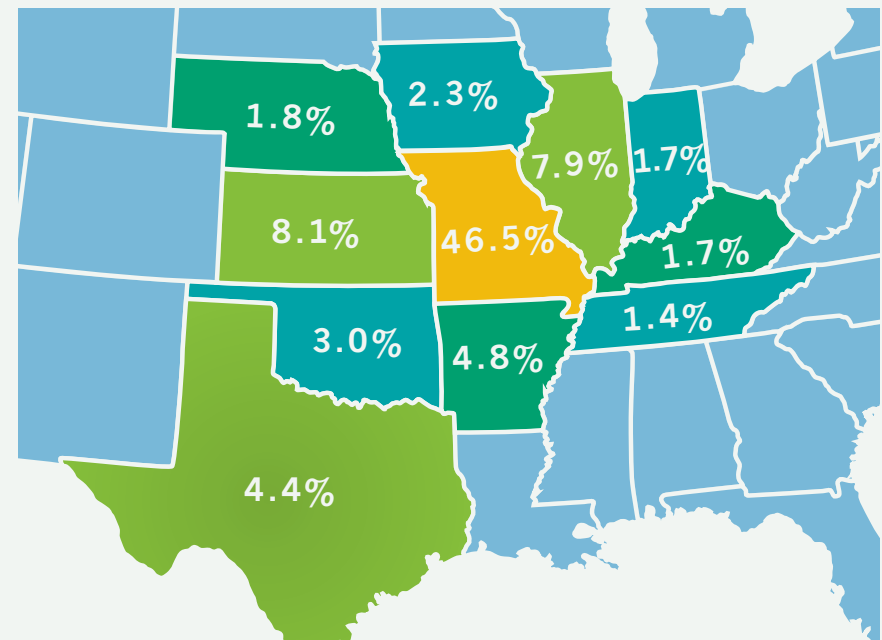
SOUTHWEST REGION		
COUNTY NAME	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
BARRY COUNTY	\$37,682,001	884
BARTON COUNTY	\$9,884,924	437
BATES COUNTY	\$18,152,247	350
CEDAR COUNTY	\$9,732,052	326
CHRISTIAN COUNTY	\$65,507,331	1,915
DADE COUNTY	\$2,883,823	77
DOUGLAS COUNTY	\$6,757,360	190
GREENE COUNTY	\$579,408,130	16,553
JASPER COUNTY	\$182,596,606	5,086
LAWRENCE COUNTY	\$22,344,312	730
MCDONALD COUNTY	\$10,732,139	233
NEWTON COUNTY	\$93,711,590	2,023
OZARK COUNTY	\$9,269,723	194
POLK COUNTY	\$22,388,374	492
STONE COUNTY	\$140,288,660	935
TANEY COUNTY	\$436,294,268	12,188
VERNON COUNTY	\$16,164,803	483
WEBSTER COUNTY	\$23,603,547	493
WRIGHT COUNTY	\$10,876,095	329
TOTAL SOUTHWEST REGION	\$1,698,277,985	43,918

SOUTHEAST REGION		
COUNTY NAME	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
BOLLINGER COUNTY	\$4,184,427	110
BUTLER COUNTY	\$70,216,433	1,791
CAPE GIRARDEAU COUNTY	\$158,828,773	4,222
CARTER COUNTY	\$8,272,441	218
CRAWFORD COUNTY	\$28,156,845	643
DENT COUNTY	\$13,214,307	364
DUNKLIN COUNTY	\$28,396,768	660
HOWELL COUNTY	\$50,793,493	1,331
IRON COUNTY	\$5,258,673	195
MADISON COUNTY	\$7,579,519	203
MISSISSIPPI COUNTY	\$9,836,234	233
NEW MADRID COUNTY	\$23,478,831	381
OREGON COUNTY	\$5,562,889	158
PEMISCOT COUNTY	\$13,388,102	291
PERRY COUNTY	\$16,807,849	562
PHELPS COUNTY	\$72,659,263	2,240
REYNOLDS COUNTY	\$3,768,792	113
RIPLEY COUNTY	\$7,854,905	240
SCOTT COUNTY	\$46,409,134	1,216
SHANNON COUNTY	\$3,274,147	130
ST FRANCOIS COUNTY	\$83,105,747	2,144
STE GENEVIEVE COUNTY	\$11,959,158	444
STODDARD COUNTY	\$27,298,315	647
TEXAS COUNTY	\$13,018,162	369
WASHINGTON COUNTY	\$10,375,987	256
WAYNE COUNTY	\$7,062,046	224
TOTAL SOUTHEAST REGION	\$730,761,240	19,385

ENTIRE STATE OF MISSOURI		
MISSOURI	FY12 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY12 TOURISM-RELATED EMPLOYMENT*
GRAND TOTAL	\$10,922,746,696	281,313

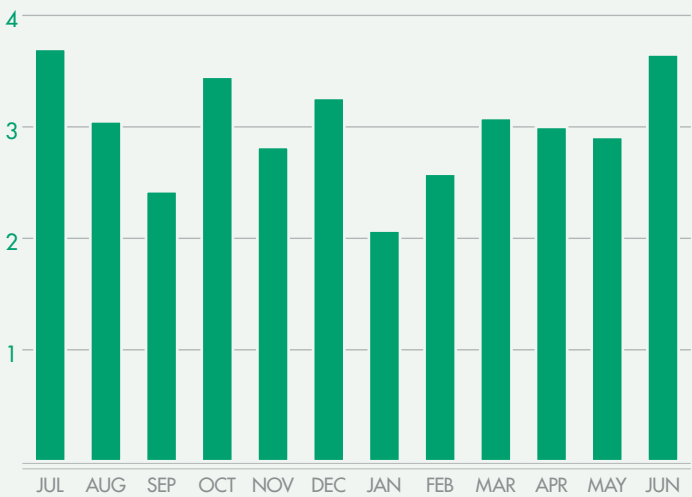
\*Source: Missouri Departments of Revenue and Labor and Industrial Relations

MISSOURI VISITORS' ORIGINATING STATES



[Source: TNS Travels America 2011 and Kaylen Economics 2011 Data]

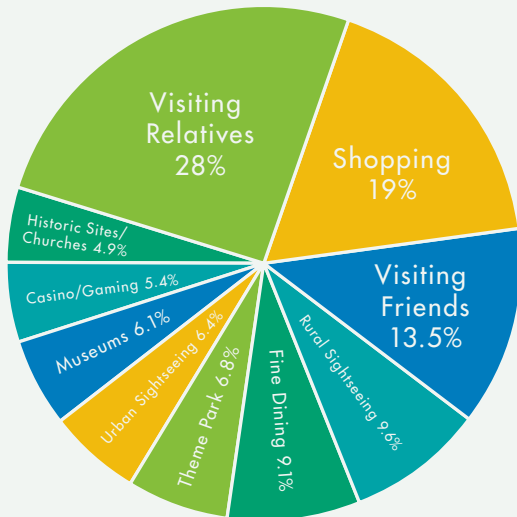
NUMBER OF DOMESTIC VISITORS BY MONTH (IN MILLIONS)



TOTAL VISITORS: 36,088,080

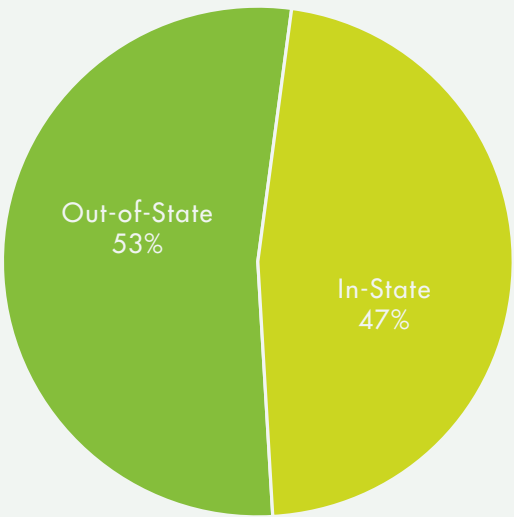
[Source: TNS Travels America 2011 and Kaylen Economics 2011 Data]

PERCENTAGE OF DOMESTIC VISITORS TO MISSOURI, BY REPORTED ACTIVITIES



[Source: TNS Travels America 2011 and Kaylen Economics 2011 Data]

RESIDENCE STATUS OF MISSOURI TRAVELERS



[Source: TNS Travels America 2011 and Kaylen Economics 2011 Data]

ANNUAL SALES TAX AND EXPENDITURES ON 17 TOURISM-RELATED SIC CODES

YEAR	SALES TAX ON THE 17 SIC CODE SALES*	TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES
2000	\$316,216,376	\$7,484,411,263
2001	\$317,020,546	\$7,503,444,879
2002	\$323,658,919	\$7,660,566,136
2003	\$327,971,491	\$7,762,638,843
2004	\$346,083,562	\$8,191,326,903
2005	\$362,368,106	\$8,576,759,915
2006	\$384,172,163	\$9,092,832,259
2007	\$405,672,398	\$9,601,713,554
2008	\$430,119,528	\$10,180,343,850
2009	\$427,442,598	\$10,116,984,559
2010	\$421,325,726	\$9,972,206,539
2011	\$434,295,795	\$10,279,190,420
2012**	\$461,486,048	\$10,922,746,696

\*Sales tax rate = 4.225% \*\*2012 figures are a preliminary run. The Department of Revenue will not have the final figures until September 1, 2013.



# DOMESTIC MARKETING

## Media

The advertising plan was designed to keep Missouri top-of-mind as a destination in priority markets and to drive the target audience to VisitMO.com. More specifically, the goals were to maintain a top three share-of-voice position in each of MDT’s target markets and to deliver overall advertising awareness levels of 60%+.

Advertising budgets held steady from FY11, allowing MDT to maintain advertising support in priority markets. A blend of :15 and :30 TV ads, along with negotiated added-value elements, allowed Missouri to maximize every dollar and increase overall impression levels.

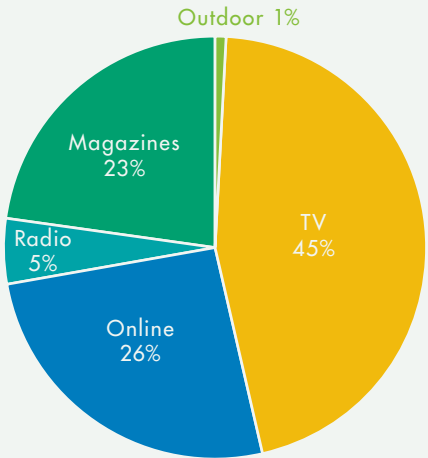
A combination of the following advertising elements was utilized to promote Missouri Tourism:

- Television
- Radio (African-American and promotional)
- Magazines
- Online Banner ads (includes ads on mobile devices)
- Search Text ads
- Outdoor

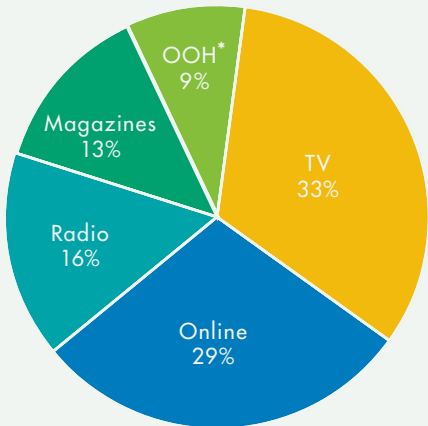
TARGET AUDIENCES

- Female travel decision-makers
- African Americans

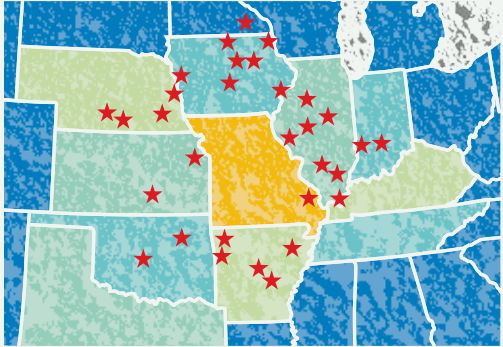
DOMESTIC MARKETING INVESTMENT BY MEDIUM



FY12 IMPRESSIONS BY MEDIUM



\*Out Of Home Media



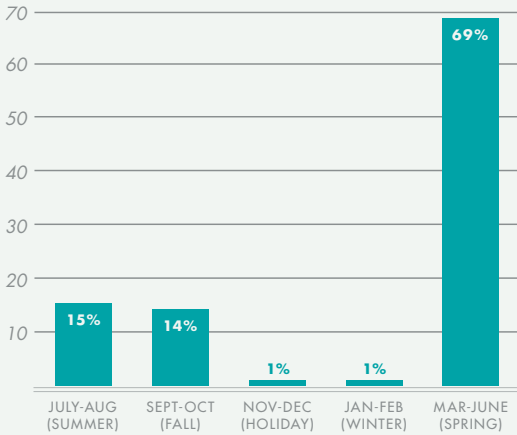
**ESTABLISHED MARKETS INCLUDE:**  
Cedar Rapids-Waterloo & Dubuque; Champaign & Springfield-Decatur; Des Moines-Ames; Ft. Smith-Fayetteville-Springdale-Rogers; Jonesboro; Little Rock-Pine Bluff; Lincoln & Hastings-Kearney; Oklahoma City; Omaha; Paducah-Cape Girardeau-Harrisburg-Mt. Vernon; Peoria-Bloomington; Quad Cities (Davenport-Rock Island-Moline-Bettendorf); Rochester-Mason City-Austin; Sioux City; Terre Haute; Topeka

**FOUR OPPORTUNITY MARKETS RECEIVED ADVERTISING SUPPORT:**  
Chicago, Evansville, Louisville and Memphis

**IN-STATE MARKETS:** Columbia-Jefferson City, Joplin-Pittsburg, Kansas City, Ottumwa-Kirksville, Quincy-Hannibal, Springfield-Branson, St. Joseph, St. Louis

Advertising was scheduled to run during peak travel times. The majority of activity ran in the spring and summer time periods.

DOMESTIC ADVERTISING BUDGET BY SEASON



## Lead Generation

In addition to mass media, a lead-generation campaign was implemented to increase Missouri Tourism’s direct marketing email database. This highly successful program delivered 34,000 leads in just five months. Registrants provided a list of vacation interests allowing MDT to message interested travelers with highly customized information, discounts and promotions.

## Cooperative Media Exchange

The Media Exchange program was developed in FY10, and its inaugural year was considered a great success. For this reason, MDT’s co-op leadership team continued to work in close partnership with Destination Marketing Organizations (DMOs) throughout the state to maintain the program.

The idea behind the Media Exchange is to leverage the state in its entirety at every media level possible. The monetary investment made to promote Missouri is leveraged as one budget, and the end result is additional revenue for the state.

Participating partners shared their media plans with the state and Hoffman | Lewis. H|L then compiled the media activity to formulate one large flowchart showcasing the efforts of all

partners on behalf of the state. Looking at the big picture allowed H|L to be aware of the efforts being made by all partners to avoid oversaturation in a market and competition amongst ourselves. When opportunities for enhancement are found, revisions to existing plans are made.

Compiling this information allows H|L greater negotiating power on behalf of the state of Missouri and its partners. In the print medium, H|L uses the combined volume and frequency of participating partners to develop state rates so that all partners can take advantage of highly discounted rates.



## General Market Ad Campaign

In FY12 the Division continued running the “Vacation for Less” campaign, developed in 2009. The advertisements featured the tagline, “Don’t Take Less of a Vacation, Take a Vacation for Less in Missouri.”

The campaign, which received a Platinum Adrian award from Hospitality Sales and Marketing Association International (HSMIAI) in 2011, encouraged visitors to travel close to home and promoted affordable Missouri vacation options. A combination of :30 spots and :15 spots was run in FY12 to build media efficiency. The campaign consisted of television spots, African American radio spots, and online ads, targeted to adults ages 25-54.

Advertising awareness results show that the campaign had a positive impact on attitudes toward Missouri, interest in visiting, and planning/information gathering behavior. Those who saw the campaign were more positive about the state – especially in terms of a place that offers a quick and easy getaway and is an appealing destination within driving range.

To boost print awareness in FY12, a new print campaign was developed, which continued to focus on the value message: “Take a Vacation for Less in Missouri.” The print campaign featured compelling images with a thin outline of a coupon around a portion of the image. This new print ran alongside the existing “Vacation for Less” TV, radio and online.



## Missouri Moment

In a partnership with Fox Sports Midwest in FY12, H|L and MDT continued the “Missouri Moments” program. TV vignettes, featuring more than 40 destinations across Missouri, were aired during St. Louis Cardinals and Kansas City Royals games. These engaging spots included footage of each tourism destination while the game announcers spoke about each one. The vignettes were positioned more as “endorsements” rather than regular TV spots.



## Email Marketing

In conjunction with the overall advertising campaign, MDT continued the successful Customer Relationship Program delivered through targeted biweekly emails.

The main objective of the email marketing campaign is to create and maintain ongoing relationships with consumers who are interested in traveling to and within Missouri. In addition, other marketing objectives for the email campaign were as follows:

- Deliver relevant email messages and provide tailored content and trip-planning resources to potential and current travelers according to their areas of interest.
- Influence consumers’ behavior and travel activity while promoting Missouri as a vacation destination.
- Drive visits to VisitMO.com.

Each email targeted a specific audience, based upon their geographic location, travel interests and travel activities, as indicated when they registered for the program. The “Discover MO” email blasts were then themed, written and designed according to travel interests.

The emails provided a range of activities that fit consumers’ lifestyles, budgets and vacation interests and served as a reminder of new attractions and upcoming events and activities in Missouri. A year long content calendar was developed to outline the appropriate emails to be sent at the most relevant times of the year.





Twenty-three email blasts were sent during FY12, delivering more than 1.5 million impressions to consumers – a volume increase of about 37 percent from FY11. Of those receiving emails, an average of 14.54 percent viewed the email, ranking above the industry average of 12.5 percent. Click-through rates were also strong. Of those opening an email, 4.03 percent clicked through. In comparison, the tourism and travel industry click-through average is about 3 percent.

During FY12, MDT also introduced eblast advertising banner opportunities to industry partners as a revenue-generation tool. Industry partners could purchase a “featured destination” space or banner ad spot to highlight their destination or attraction at a discounted rate.

VisitMO.com

VisitMO.com saw a substantial increase in site visits from FY11 to FY12. According to figures compiled by Google Analytics, more than 953,000 people were responsible for more than 1.2 million site visits in FY12. This represents a 31 percent increase from FY11, when 926,800 site visits were reported.

Key reasons for this increase include:



- Continued search-engine optimization efforts, giving VisitMO a high rank on Google search. More than 661,000 visits to VisitMO came from Google searches in FY12.
- Increased promotion of the VisitMO brand through social media channels, such as Facebook, and online giveaways, such as the Hidden Treasures campaign.
- Increased traffic to VisitMO via mobile device and completion of a

fully mobile website. More than 187,000 visits from mobile devices were tracked in FY12; in March 2012, a full mobile site was established, providing a better navigation experience for smartphone users.

- Two significant site enhancements: One allows MDT to import information from industry partner’s websites; the other lets users “like” businesses on Facebook, follow them on Twitter, email listings to a friend, and add listings to a favorites queue.

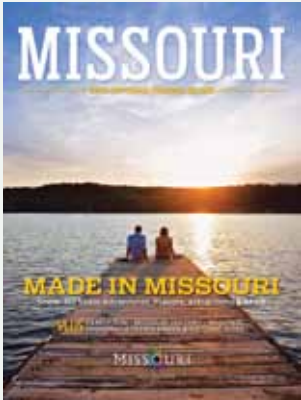


MDT and its web development contractor, SteadyRain, secured two industry awards for website development in FY12. MDT and SteadyRain won a Silver Award at the International Davey Awards, honoring small- to mid-sized firms in a competition judged by the International Academy of Visual Arts. MDT and SteadyRain also won a Silver Award at the W3 Awards, which honors creative excellence on the web and recognizes creative and marketing professionals who work on award-winning sites, videos and marketing programs.

Official Missouri Travel Guide

During FY12, MDT learned travelers continue to value and use the Official Missouri Travel Guide, despite the public’s increased reliance on mobile devices and digital media. A survey conducted in October 2011 indicated 75 percent of the people who ordered a guide actually came to Missouri; 64 percent said they chose which places to visit based on the publication’s contents. The survey also suggested Missouri Travel Guide users tend to take longer trips and spend more while on those trips than their traveling counterparts who don’t use the guide.

In FY12, MDT’s focus was creating the 2013 Official Missouri Travel Guide, a 148-page travel-planning tool featuring hundreds of Missouri tourism assets – from public tours and museums to live-show venues and ziplines – plus lodging options, golf courses, wineries and breweries, campgrounds, canoe outfitters, and Missouri State Parks and Historic Sites. MDT printed 325,000 copies of the 2013 Missouri Travel Guide.



The Travel Guide’s cover features an inviting scene showing a couple enjoying a beautiful sunset over the Lake of the Ozarks. The guide’s main distribution outlets are an 800-call center, chambers of commerce, convention and visitors’ bureaus, the Missouri State Fair, and industry trade shows and conventions.

Social Media

MDT focused on three primary social media channels for Missouri tourism throughout FY12: Facebook, Twitter and VisitMOBistro.com blog. Secondary channels included Flickr, YouTube and Pinterest.

The channels were segmented into consumer-facing channels and industry-facing channels:

CONSUMER-FACING CHANNELS

Facebook: facebook.com/VisitMO  
Twitter: @VisitMO  
Pinterest: pinterest.com/VisitMO  
Blog: VisitMOBistro.com

INDUSTRY-FACING CHANNELS

Facebook: facebook.com/MissouriDivisionofTourism  
Twitter: @NewsVisitMO  
Flickr: flickr.com/photos/MissouriDivisionofTourism  
YouTube: youtube.com/user/MOTourismNewsBureau  
Blog: News.VisitMO.com



The VisitMO Facebook page was the primary social media channel for the MDT brand, with various campaigns created to increase the fan base and engagement rate. The kick-off campaign, “What’s Not to Like?” was awarded a Gold Adrian Award, one of the highest honors in the hospitality industry, and increased the fan base by 646%.

Two major campaigns followed “What’s Not to Like?” called: “Do You Know MO?” and “Hidden Treasures.” These campaigns allowed users to interact with the content on their desktops or smartphones. Facebook advertising was used to promote the campaigns, increase fan engagement, and capture additional fans.



Several distinct content themes were developed to increase fan engagement. These content themes did not rely on Facebook advertisements but did increase fan engagement. Those content themes included: 100 Places to Take the Kids in Missouri, 12 Days of Missouri: a holiday gift guide, Missouri Memories of the Season, Fan Favorites, and The (almost) Definitive (loosely) Factual Timeline of Missouri.

Social media stats were tracked monthly in the social media report. Overall, the number of fans increased in FY12 from 721 to 20,379, while the engagement rate increased from .47% to .56%. This was a significant achievement, as the standard engagement rate, at the time for a page with a similar size fan base, was .21%.

At the time of this writing, the VisitMO Facebook page had 24,702 fans, an increase of 101% over FY11, and the @VisitMO Twitter account had 2,940 followers, an increase of 84% over FY11.

VISITMOBISTRO.COM BLOG STATS

MONTH	FY12 VIEWS	FY11 VIEWS
July	3,675	826
August	3,198	405
September	2,305	1,582
October	2,129	2,440
November	1,759	1,684
December	2,500	1,450
January	2,155	1,568
February	2,508	1,369
March	4,639	2,481
April	5,230	2,454
May	5,600	3,585
June	6,255	4,630
TOTAL	41,953	24,474

COMMUNICATION NUMBERS

AD EQUIVALENCY BY QUARTER	
1st	\$1,782,602
2nd	\$1,537,106
3rd	\$3,094,711
4th	\$2,934,285
TOTAL	\$9,348,704

PUBLIC RELATIONS

Media Tracking

During FY12, MDT published press releases through email, as well as on the News Bureau website and through social media channels. In FY12, CisionWire, Cision’s premium wire service, was used to augment the lift of key press releases.

Advertising equivalency for FY12 was \$9,348,704 up from \$4,785,911 in FY11. Additional clipping was provided by an upgrade in search terms through the MDT’s media tracking prover.

Cision Co-op Program

During FY11, H/L developed a cooperative program providing media-tracking service at a subsidized cost for the St. Joseph CVB and the Independence CVB. The program allowed the participating CVBs access to online media coverage and an extensive contacts database. This program was continued during FY12.

Press Trips

MDT communications staff completed a total of 170 media touches in FY12. Letters of Agreement were written for specific tours in which MDT was the primary point of contact.

Communications Partnerships

TOM UHLENBROCK

MDT and the Missouri Department of Natural Resources collaborate with Tom Uhlenbrock, a well-known travel writer (formerly of the St. Louis Post Dispatch), to amplify our Missouri message. Articles and photos submitted by Uhlenbrock help populate blog entries and various MDT sites, and they contribute to travel writer pitches, and news releases.

SCOTT PAULEY

Scott Pauley, professional fisherman, represents MDT in promoting outdoor recreation and education throughout the Midwest. Pauley competes in professional fishing tournaments and never misses an opportunity to promote Missouri in media interviews, educational appearances and through branded equipment.

In FY11, Pauley began a Twitter account, @FishInMo, and amplified his presence on Facebook where he dispenses advice about where to fish and which equipment to use, in addition to answering questions and providing advice about Missouri’s outdoor opportunities.

# MISSOURI WELCOME CENTERS

Missouri’s seven Official Welcome Centers can be found at key entry points to the state. During FY12, the Missouri Department of Transportation rebuilt the center in Rockport, opening to great reviews from travelers. Staff in all of the centers interacted with 475,809 visitors, many of whom extended their stay after learning about the opportunities to be found in the state. MDT also offers communities an opportunity to become affiliate centers. These centers provide resources for travelers in areas where official centers are not found. There currently are seven affiliate welcome centers.



# COOPERATIVE MARKETING PROGRAM

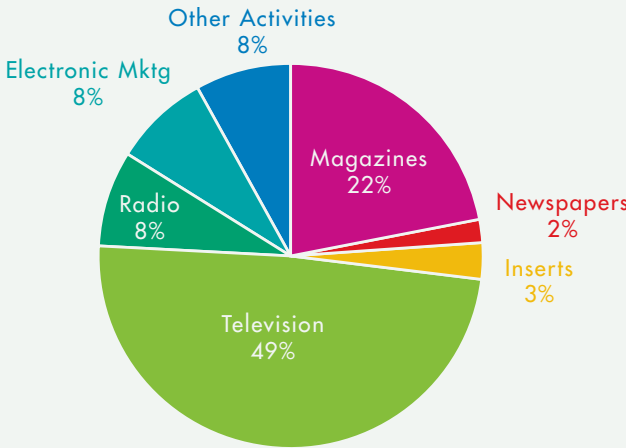
By means of the Cooperative Marketing Program, a significant portion of the Division of Tourism’s annual marketing budget is invested in the advertising and promotional efforts of Missouri destinations. The Division’s Cooperative Marketing Program supports countywide tourism marketing efforts on a dollar-for-dollar, matching-funds basis. By leveraging resources, the Division continues to focus on expanding Missouri’s presence in front of consumers in out-of-state markets as well as in-state markets. The Cooperative Marketing Program generated more than \$6 million in marketing to promote Missouri as a premier tourism destination.

## FY12 Highlights

- A mix of traditional and nontraditional marketing, combined with 27 DMOs, made for a successful campaign that reached an impressive number of potential visitors.
- \$3.1 MILLION . . . Industry investment in MDT co-op program
- \$2.9 MILLION . . . MDT investment in co-op program
- \$6.0 MILLION . . . Total project cost
- 50 . . . Number of high-quality, performance-based projects meeting the Division’s goals of increasing visitation and tourism expenditures in Missouri
- 1.5 BILLION . . . Consumer impressions generated through co-op projects

Following the completion of each funded project, participants submit summary reports assessing the outcome of the funded marketing activities. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed on the co-op section of Industry.VisitMO.com.

FY12 CO-OP EXPENDITURES BY TYPE



# FY12 Cooperative Marketing Awards

The funding amount available to a certified DMO is determined by the maximum amount allocated per Missouri county, and secondly by the certification level of the Countywide DMO. Detailed information on the funding types and categories can be found in the “Cooperative Marketing Guidelines,” which may be viewed on the co-op section of Industry.VisitMO.com.

## FY12 COOPERATIVE MARKETING AWARDS

DMO NAME	COUNTY DESIGNATIONS	AWARDS
CVB OF GREATER KANSAS CITY	Western Jackson/Clay	\$475,000
ST. LOUIS CVC	St. Louis City/St. Louis County	\$475,000
SPRINGFIELD CVB	Greene/Polk/Christian	\$450,000
BRANSON/LAKES AREA CHAMBER OF COMMERCE/ CVB	Taney	\$425,000
LAKE OF THE OZARKS TRI-COUNTY LODGING ASSOCIATION	Camden/Miller/Morgan	\$334,748
CITY OF INDEPENDENCE - TOURISM DEPT.	Eastern Jackson	\$170,650
CHAMBER OF COMMERCE OF TABLE ROCK LAKE/ KIMBERLING CITY AREA	Stone	\$150,000
CITY OF ST. CHARLES TOURISM DEPARTMENT	St. Charles	\$139,522
BUCHANAN COUNTY TOURISM BOARD D/B/A ST. JOSEPH CVB	Buchanan	\$118,489
CITY OF COLUMBIA CVB	Boone	\$49,994
CITY OF LEBANON	Laclede	\$47,133
JEFFERSON CITY CVB	Cole	\$38,764
CAPE GIRARDEAU CHAMBER OF COMMERCE/ CVB	Cape Girardeau	\$28,267
PLATTE COUNTY VISITORS BUREAU	Platte	\$26,000
WASHINGTON AREA CHAMBER OF COMMERCE	Franklin	\$24,901
CITY OF SIKESTON D/B/A SIKESTON CVB	Scott	\$23,000
CITY OF STE. GENEVIEVE TOURISM DEPT.	Ste. Genevieve	\$18,609
SEDALIA AREA CHAMBER OF COMMERCE	Pettis	\$15,564
CLINTON TOURISM ASSOCIATION, INC.	Henry	\$10,000
CITY OF HERMANN TOURISM	Gasconade	\$10,000
PULASKI COUNTY VISITORS BUREAU	Pulaski	\$6,066
CITY OF WEST PLAINS TOURISM DEVELOPMENT ADVISORY COUNCIL	Howell/Ozark	\$5,000
MARSHALL CHAMBER OF COMMERCE	Saline	\$4,979
WARRENSBURG CHAMBER OF COMMERCE AND VISITOR CENTER	Johnson	\$2,400
ROLLA AREA CHAMBER OF COMMERCE AND VISITOR CENTER	Phelps	\$2,018
TOTAL AWARDS		\$3,051,104

# FY12 Civil War 150 Promotion Awards

In conjunction with the Cooperative Marketing Program, the Civil War 150 Promotion provides matching funds for performance-based marketing projects designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

## FY12 CIVIL WAR 150 PROMOTION AWARDS

ORGANIZATION	COUNTY	AWARD
CITY OF CARTHAGE/CIVIL WAR MUSEUM	Jasper	\$1,250
CITY OF LEXINGTON TOURISM COMMISSION	Lafayette	\$4,880
ST. JOSEPH MUSEUM	Buchanan	\$5,000
TOTAL AWARDS		\$11,130

# PARTNERSHIPS





# GROUP TOUR

Group travel remains a valuable market for the Missouri Division of Tourism. In FY12, MDT attended five conventions and conferences targeting domestic professional tour planners and provided leads from those shows to the Missouri industry. Each of those leads has the potential to bring groups of travelers to Missouri. Research has determined that each motor coach visiting the state brings an estimated \$22,000 in visitor spending.



**GROUP LEADERS OF AMERICA (GLAMER)** has partnered with the American Bus Association to increase bus tours around the country. GLAMER generated group sales leads to “Top 100 Events” DMOs. As part of this partnership, GLAMER collected sales leads from group leaders during all of our 2011 Fall Chapter Meetings. Missouri received 19 leads at no cost as an ABA “Top 100 Events” destination on December 2011.

**THE NATIONAL TOUR ASSOCIATION (NTA)** serves professionals planning trips to, from and within North America. MDT identified 27 leads at the convention held in December 2011.

**THE AMERICAN BUS ASSOCIATION (ABA)** is a trade association for motor coach operators and tour companies in the U.S. and Canada and is considered the largest motor coach organization in North America. MDT gained 32 leads at the January 2012 convention.

**BANKTRAVEL CONFERENCE** offers access to planners from bank travel clubs. MDT generated 30 leads by participating in this show in February 2012.

**MISSOURI BANK TRAVEL EXCHANGE** is a regional show targeting bank travel clubs. The show, held in May 2012, provided 12 leads.

**TRAVEL ALLIANCE PARTNERS (TAP)** is a partner-owned organization of tour operators from the U.S. and Canada. Through its participation in the “TAP Dance” conference in June 2012, MDT provided 27 leads to the tourism industry.

# INTERNATIONAL MARKETING

MDT maintained a presence in the international market, focused primarily on Canada. With the increased efforts of Brand USA to market the USA globally, MDT can continue to attract international travelers with fewer budget dollars.

MDT did retain Cellet, a representation firm in the United Kingdom, as a subcontractor through Legacy Dimensions, to respond to inquiries, though there was no proactive outreach.

MDT prepared information on travel in Missouri for a Brazil trade mission led by Gov. Nixon and encouraged Missouri’s tourism-related small businesses to take advantage of the State Trade and Export Promotion (STEP) Grant program. This program reimburses eligible businesses for participation in specific activities designed to increase exports.

**THE ONTARIO MOTOR COACH ASSOCIATION (OMCA)** is an organization bringing Canadian tour operators, primarily from Ontario and the northeast U.S., together with North American tourism suppliers. During the convention, held in October 2011, Missouri representatives obtained and distributed 24 leads.

**U.S. TRAVEL ASSOCIATION’S INTERNATIONAL POWWOW** is the travel industry’s largest generator of VisitUSA Travel results. The show, held in April 2012, produced 35 leads for Missouri.

## OTHER GROUP TARGETED EFFORTS:

- New videos aimed at the group and student markets. The videos will be distributed to planners through various channels.
- Assisted UK Tour operators Bon Voyage and American & Worldwide in promoting Route 66 itineraries, following the airing of television show featuring British actor and comedian, Billy Connolly driving Route 66. MDT assisted for planning of this filming in FY11.
- Worked with the following publications to create special Missouri sections including complimentary editorial and in some cases complimentary advertising:
  - North American Group Tour Magazine
  - Group Travel Leader
  - Leisure Group Magazine
  - ABA’s Destinations Magazine
  - Canadian Traveller Magazines
  - Site visits were coordinated for Sweet Magnolia Tours, Memphis and the Executive Director of Visit USA Ireland.



# 2012 MISSOURI TOURISM AWARDS

(Presented at the annual Governor’s Conference on Tourism)

**MISSOURI TOURISM HALL OF FAME:** Tourism’s highest honor, this recognition is reserved for a person who has supported the industry for at least 10 years, leaving a lasting and positive impression upon the economy and the welfare of Missouri.

**RECIPIENT:** Maureen Rone, retired Welcome Center supervisor, St. Louis

**SENATOR EMORY MELTON LEGISLATIVE AWARD:** Given to a legislator or tourism industry member who worked closely with the legislative process to promote the value of tourism in Missouri and to ensure the industry continues to flourish.

**RECIPIENT:** Rep. Don Ruzicka, Mount Vernon

**AMBASSADOR AWARD:** Honors those who supported the promotional efforts of Missouri’s attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

**RECIPIENT:** Dr. Cindy Lovell, executive director of the Mark Twain Boyhood Home and Museum, Hannibal

**MARKETING CAMPAIGN AWARD:** This award recognizes achievement in integrated marketing campaigns leading to increased visitation.

**RECIPIENT:** Titanic Museum Attraction, in Branson, for its campaign dubbed “The Year of Titanic.”

**NAVIGATOR MEDIA AWARD:** Honors a media entity for outstanding support and promotion of Missouri Tourism through stories and images.

**RECIPIENT:** Madden Media, for using modern tools to promote and advance tourism.

**SPOTLIGHT AWARD:** Recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

**RECIPIENT:** Historic Hermann Incorporated for preserving an area’s heritage and historic treasures and making those treasures an integral part of the community’s overall tourism efforts.

**PATHFINDER AWARD:** Presented to trailblazing marketers who successfully promote and build niche markets.

**RECIPIENT:** Saint George Catholic Church, in Hermann, for the Holiday Rectory Tours.

**INNOVATOR AWARD:** Pays tribute to a small tourism entity that achieved great results with a small budget.

**RECIPIENT:** The Greater Kansas City Attractions Association.



# TOURISM’S LEGACY

**1993** — House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases. Received an Odyssey Award for support of the passage of H.B. 188 – presented by the Travel Industry Association of America for tourism awareness.

**1995** — MDT began the performance-based Cooperative Marketing Program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations (DMOs), on a dollar-for-dollar basis, for qualified tourism marketing projects.

**1998** — Legislation passed to extend the MDT’s supplemental funding source through 2004 and the percentage used by the Department of Revenue when computing each year’s budget.

**1999** — Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT’s Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

**2000** — Received a Mercury Award for creativity in television advertising from the NCSTD. Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB. Chris Jennings re-elected Chairman, NCSTD.

**2001** — FY94 base appropriation was paid back. A provision in 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early. Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

**2002** — Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign. Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Senator Sidney Johnson.

**2003** — H.B. 1620 extended the sunset clause of H.B. 188 through the year 2010. Sam Allen, former tourism director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

**2004** — Received a Mercury Award for technical marketing from NCSTD. Received an Odyssey Award from the Travel Industry Association of America for MDT’s cultural advertising campaign. Senator Doyle Childers inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Senator John Russell.

**2005** — Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

**2006** — Received a Mercury Award for creativity in radio advertising from NCSTD. Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

**2007** — H.B. 205/S.B. 376 extended the sunset clause of H.B. 188 to the year 2015. Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment.

**2008** — Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Gary Figgins, Publisher, Show-Me Missouri Magazine. MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

**2009** — Received a Gold Adrian Award for the “Stay Close” advertising campaign. Presented by the Hospitality Sales and Marketing Association International (HSMAI). Received a Ranly Award for the Best Entire Issue for the 2009 Official Missouri Vacation Planner. Presented by the Missouri Association of Publications. Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Senator John Griesheimer. Welcome Center Marketing Research Study completed. J. Desmond Slattery International Professional Marketing Research Award presented to MDT by the Travel and Tourism Research Association (TTRA) for the Missouri Welcome Center Marketing Research Study. Sarah Luebert, MDT’s Communications Director, was elected to Mid-MO Public Relations Society of America (PRSA) Board of Directors. Dee Ann McKinney, MDT’s Research Manager, was elected President-TTRA.

**2010** — Received three Gold Adrian Awards from HSMAI: for the VisitMO.com/ideas website; the overall “Stay Close” advertising campaign; and Synched Web banners. Awarded two Ranly Awards from the Missouri Association of Publications: for Best Website Homepage, for VisitMO.com; and Best Entire Issue–Government and Public Services, for the 2010 Missouri Travel Guide. Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Representative Maynard Wallace. Dee Ann McKinney, MDT’s Research Manager, was elected Chairman of the Board-TTRA.

**2011** — Received a Platinum Adrian Award for the “Don’t Take Less of a Vacation, Take a Vacation for Less in Missouri” advertising campaign, presented by HSMAI. Received Gold Adrian Awards from HSMAI for MDT’s fishing and skiing television commercials. VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design. Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame. Senator Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

**2012** — Katie Steele Danner assumed chairmanship of Mississippi River Country. Maureen Rone was inducted in the Missouri Tourism Hall of Fame. Rep. Don Ruzicka received the Sen. Emory Melton Legislative Award.



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